



AUTORE *Venezia*: The journey continues

May 2011

Due to overwhelming demand AUTORE has extended its award-winning *Venezia* jewellery collection. Launched at Baselworld in March 2010, this elegant and refined collection is inspired by the romance and artistic expression of Venice and combines the sophistication of Italian creativity with exquisite and unique AUTORE South Sea pearls.

The outstanding additions to *Venezia* come after AUTORE has sold 5 of its most exceptional bespoke pieces to private collectors, including the award-winning 'Princess of the Lagoon' masterpiece necklace.

Venezia is a collection inspired by the city of canals – a city on the water to which it owes its existence and wealth. A city of elaborate ceremonies, the gondola parades of Courtesans, street theatre, opera, ornate glasswork, luxurious brocades, and of course, the Carnival. AUTORE has drawn on the details of Venetian expression – from the fine ironwork of palace portals and delicate Baroque chapels to the stucco embellishment of Café Florian and Piazza San Marco – to create this extraordinary South Sea pearl jewellery collection.

CEO Rosario Autore is excited by the stunning *Venezia* collection. "*Venezia* is a sophisticated and innovative jewellery range that appeals to a broad market of discerning clientele. AUTORE continues to redefine the image of pearl jewellery by marrying truly innovative design and exquisite craftsmanship with extraordinary South Sea pearls", said Autore.

Like the AUTORE South Sea pearl, Venice was born of water and protected by it. The waters of canals and lagoon accent a city that has inspired romance for hundreds of years; the tones and hues are reflected in spectacular pieces that will transport you back to Venezia.

A standout addition to the AUTORE *Venezia* jewellery collection is this 'Fer Forgé' ring in white gold with white diamonds and rustic diamonds with a beautiful 14mm South Sea pearl. This ring is inspired by the wrought-iron gates of Venice.

AUTORE NEWS MEDIA RELEASE

AUTORE's pearls are sourced directly from South Sea pearl producers, two of which it jointly owns. Situated on some of the world's most beautiful coastline, the farms dot the crystal-clear waters off the North West coast of Western Australia, and Indonesia. Pristine and pollutant-free, these waters produce the world's finest pearls in myriad colours – from luminous white, exotic blue, silver, soft pink and cream to yellow and rich gold.

AUTORE will showcase the extended *Venezia* collection, alongside its signature Couture, Boutique and Essential ranges at VicenzaOro Charm & Luxury in May/June.

- ENDS -

For images or further information:

AUTORE Public Relations

T: +61 2 9285 2222

F: +61 2 9285 2255

E: pr@pearlautore.com.au

VicenzaOro Charm: Pavilion B1, Stand 14.

Elite Enclave and Luxury: LUXEE6, REEF Ballroom, Mandalay Hotel.

2010 Winner - Best Pearl Design Award for the "Princess of the Lagoon" Venezia Collection, Couture, USA

2010 Winner - Veranda, Art of Design Awards, Jewellery Category, USA

2010 Finalist - Italian Jewellery Designer of the Year, UK Jewellery Awards

2009 Winner - Italian Jewellery Designer of the Year, UK Jewellery Awards

2008 Winner - Best Pearl Design Award for the "Queen of Atlantis" Oceania Collection, Town & Country, USA

2008 Winner - Best New Jewellery Collection, Baselworld, Vogue Jewellery, Spain



AUTORE takes its Jewels online



Australia's exquisite South Sea pearl & jewellery design company, AUTORE, today launches its pearl jewellery online, with the release of a new website www.pearlautore.com

Visual, striking and sensual, the website has been designed to showcase AUTORE's beautiful pearl jewellery, as well as provide information about the vertically integrated company.

New developments include:

- 🍷 Easy-to-find images of the best of all of **AUTORE's jewellery collections**, including zoom functions and high resolution image request forms for approved media
- 🍷 Extensive **stockists section**, with simple search function to find an AUTORE stockist near you as well as Google Maps with directions on how to find the store
- 🍷 **Pearl education**, including "grade your own pearl" section, to grade pearls by the AUTORE Five Ss™ of Shape, Shade, Shine, Size and Surface

Visit www.pearlautore.com to experience the new website.

For further information contact:

Marketing Department
AUTORE
T: +61 2 9285 2222
E: pr@pearlautore.com

AUTORE HONOURED IN AMERICA WITH TWO AWARD WINS

June 2010

AUTORE, the Australian South Sea pearl and jewellery design company, has been honoured by the world's leading jewellery design community with two awards: the coveted Couture Design Award in the Pearl category, and Veranda magazine's Art of Design Award in the Jewellery category.

AUTORE's magnificent Princess of the Lagoon Lariat (pictured here), impressed the judges at Couture with its intricately detailed features of a 110 cm AUTORE South Sea pearl strand connected by two pastel blue terminals, providing the versatility for it to be worn in more than eight different ways.

This stunning, multifunctional jewel is the masterpiece of AUTORE's new Venezia collection and the product of the influences of Serenissima architectural motives, the playful spirit of the Carnival, and the soft blue tones of the waters of the Venetian lagoon.

Veranda's Art of Design Awards is dedicated to discovering and showcasing established and emerging designers who are outstanding in their respective fields, and AUTORE's design team were clear winners for the high level of design that their work embodies.

CEO Rosario Autore is delighted with the award wins. "I am both incredibly excited and proud to see AUTORE recognised yet again at an international level. These awards are clear endorsement of the AUTORE vision and the entire team's dedication, talent and skill. As an Australian company, it is wonderful to receive international recognition, and to have further opportunities to bring our South Sea pearl designs to the attention of the world."

These are the two most recent awards AUTORE has won, following the Italian Jewellery Designer of the Year Award at the UK Jewellery Awards in 2009; and in 2008, Best New Jewellery Collection for Vogue, Spain and Best Pearl Design Award at the Las Vegas Couture Show.

AUTORE NEWS

MEDIA RELEASE



For images or further information:

AUTORE Public Relations

T: +61 2 9285 2222

F: +61 2 9285 2255

E: pr@pearlautore.com.au

2010 Winner - Best Pearl Design Award for the "Princess of the Lagoon" Venezia Collection, Couture, USA

2010 Winner - Veranda, Art of Design Awards, Jewellery Category, USA

2010 Finalist - Italian Jewellery Designer of the Year, UK Jewellery Awards

2009 Winner - Italian Jewellery Designer of the Year, UK Jewellery Awards

2008 Winner - Best Pearl Design Award for the "Queen of Atlantis" Oceania Collection, Town & Country, USA

2008 Winner - Best New Jewellery Collection, Baselworld, Vogue Jewellery, Spain

LATEST
COLLECTION



Venezia

An elegant and refined jewellery range inspired by the romance and artistic expression of Venice. Featuring rose cut diamonds, micro settings and miligrain, Venezia blends ornate architectural detail with the subtle seasonal colours reflected in the waters of the canals which accent a city that has inspired dreams for hundreds of years.

JEWELLERY
COLLECTION



Fire & Ice

Transmitting the subtle and raging powers of two contrasting forces of nature, Fire & Ice features lava flow and melting snow through unique gem cuts matched with warm and cool pearl colours to reinforce the ever-changing flux of nature's elements.



Oceania

The enchanting undersea world of Australia's Great Barrier Reef comes to life with AUTORE's award winning Oceania collection.

JEWELLERY COLLECTION



Essential



Boutique



THE AUTORE RANGE features three collections: Essential, Boutique and Couture.

Essential is the core range, designed to be beautifully wearable. Boutique, the Pret-a-Porter collection, features classic designs with subtle Art Deco and geometric influences while intricately detailed, limited edition or one-of-a-kind pieces make up the Couture range.



Couture



AUTORE AUTORE AUTORE AUTORE

AUTORE COMPANY PROFILE

THE STORY

The remarkable success of The AUTORE Group is testament to the innovative vision of one man – Rosario Autore. The founder and principal driving force behind the Group, Rosario has been involved in the South Sea pearling industry for over twenty years.

Originally known as Rosario Autore Pty Ltd, the company was founded in 1991 through Rosario Autore's personal ambition to bring the best pearl farms in Australia together with the most exclusive buyers. Operating out of a small office in Sydney and initially supported by just one Western Australian South Sea pearl producer, Rosario began exporting pearls directly to Japan, the United States and Europe.

Rosario Autore's commitment to the industry has truly revolutionised the international wholesaling of South Sea pearls. The provision of and specialisation in developing a specific pearl grading system and valuation services, along with his ability to bring his personal approach to business, enabled Rosario to position his company to be recognised and respected by wholesale buyers, retailers and consumers the world over.



THE GROUP

The AUTORE Group is a wholly vertically integrated operation providing quality-assured luxury jewellery and South Sea pearls right from the source. The Group is made up of twelve companies and distributes its pearls through offices world wide.

AUTORE's pearls are sourced directly from South Sea pearl producers, two of which it jointly owns. Situated on some of the world's most beautiful coastline, the farms dot the crystal-clear waters off the North West coast of Western Australia, and Indonesia. Pristine and pollutant-free, these waters produce the world's finest pearls in a myriad of colours – from luminous white, exotic blue, silver, soft pink and cream to yellow and rich gold.

From farming to wholesaling, jewellery manufacturing and marketing, AUTORE is a dynamic, advanced and fully vertically integrated pearl company. Distributing South Sea pearls annually to some of the world's most prestigious jewellery houses and wholesalers, AUTORE is one of the largest distributors of South Sea pearls in the world.



AUTORE COMPANY PROFILE

THE JEWELLERY

The AUTORE Group prides itself on being at the forefront in regards to jewellery design, researching not only jewellery trends but fashion, colour and textile directions too.

The AUTORE team of designers, technicians and jewellery experts strive to create innovative and contemporary pearl jewellery. Under the highest levels of quality control, each piece of jewellery is designed specifically for pearls using the finest materials and craftsmanship. Each pearl is individually hand-selected for each piece of jewellery by skilled technicians who match the pearls to the hues and tones that will best suit the precious and semi-precious stones in each piece. The pearl is not an accessory to the jewellery; it is the focus of the piece.

THE PROCESS

The elegant heritage listed building that houses the Group's central head office in Sydney, Australia, belies the activity and modern facilities within. Following harvest, pearls are transported to the AUTORE company headquarters, the engine room for the Group.

In spacious viewing rooms flooded with natural light, every single pearl is examined for presentation to buyers on behalf of the producers. Each pearl is weighed, measured and assessed according to the AUTORE Five S's – Shine, Surface, Shade, Shape and Size™. One by one, the annual harvests pass through expert hands in readiness for sale to exclusive jewellers and wholesalers in the global marketplace.



AUTOREAUTOREAUTOREAUTORE

EDITORIAL COVERAGE



AUTOREAUTOREAUTOREAUTORE



AUTORE ON THE RED CARPET



Worn by internationally famous faces on red carpets around the world and in film, AUTORE has fast become the jeweller of choice for Hollywood and style leaders, a true testament to the company's success.

Angelina Jolie • Uma Thurman • Scarlett Johansson • Liv Tyler • Kate Winslet • Naomi Watts • Jessica Simpson • Cate Blanchett • Halle Berry • Melissa George • Miranda Richardson • Kate Moss • Catalina Sandino Moreno • Paris Hilton • Patricia Arquette • Sandra Oh • Radha Mitchell • Elle Macpherson • Glenn Close • Helena Christensen • Jodie Kidd • Sarah Jessica Parker • Emma Thompson • Hilary Swank • Cathy Freeman • Geoffrey Rush • Kate Bosworth • Jennifer Tilly • Leelee Sobieski • Christine Lahti • Dannii Minogue • Faye Dunaway • Julian McMahon • Diane Keaton • Patricia Heaton • Michael Chicklis • Jane Kaczmarek • Trudi Styler • Sarah Wynter • Kimberly Stewart • Keisha Castle-Hughes • Rose Byrne • Emily Mortimer • Tina Arena • Angelica Houston • Jorja Foxx • Abbie Cornish • Anne Heche • Alek Wek • Dannii Minogue • Eva Green • Jonathan Rhys Meyers • George Miller • Emma Bunton • Ellen Barkin • Jennifer Hudson • Sara Ramirez • Mandy Moore • Marcia Gay Harden • Paul Bettany • Sarah Wynter • Sienna Miller • Teri Hatcher • Ziyi Zhang





EDUCATION

AUTORE TAKES PEARL EDUCATION TO NEW HEIGHTS IN THE FRENCH SENATE

AUTORE's founder and CEO, Rosario Autore, was awarded a medal of distinction by the French Senate in September 2008, in recognition of his valuable work and dynamism in creating a trade standard for the classification of pearls, the AUTORE Five S's South Sea Pearl Classification Guide™.

AUTORE was invited to address 250 guests attending the 9th Annual French Association of Gemmology Congress held in the French Senate in Paris, to discuss the AUTORE brand history and in particular, present the world's first comprehensive guide to pearl classification.



AUTORE'S PEARL CLASSIFICATION GUIDE RECOGNISED AS A WORLD FIRST

AUTORE'S critically acclaimed pearl classification guide, the AUTORE 5 S's launched in 2007, continues to play an important role as an educational tool to build confidence for consumers and retailers to buy, sell and wear South Sea pearls around the world.

Based on the AUTORE Five S's – Shine, Surface, Shade, Shape and Size™: this guide provides an in depth explanation to understand pearl classification.

